

Sears, Roebuck And Company Will Open New Store Thursday

Sears, Roebuck and Company will open their new air-conditioned store at 350 Magnolia street Thursday morning.

Everything is in readiness to handle a record-breaking crowd at the opening of Beattom's newest, air-conditioned store. A staff of over 200 men and women will be on hand to greet the customers.

The building is owned by Sears and was designed by Geo. L. Dahl architect, of Dallas. The general

contractor was Herman Weber. The newly erected building is completely fireproof and consists of basement and two floors.

Occupies Block

Sears, Roebuck and Company has a frontage of a full block on Magnolia between Liberty and Broadway.

Visitors to this store will find the latest thing in modern interior designing. The floors are of terrazzo, rubber tile and deep-pile carpeting.

Engineers Planning

An outstanding feature of the store's interior is the ingenious manner in which the various departments have been planned and laid out to achieve maximum efficiency without the sacrifice of eye-appeal. This represents a new and highly original approach to the problem of merchandise display. The cleverly planned display fixtures, the attractive decoration and the effective use of indirect lighting against soft pastel colors, gives a harmonious and highly pleasing effect.

At the same time the "Merchandise is King" theme predominates and the customer will find that this store is not only an attractive place to shop but also a very convenient one.

The merchandise department location on the main floor are predominantly "soft lines" and style merchandise departments. They feature such lines as men's, women's and children's shoes; lingerie, children's and infant's wear and men's and boy's clothing.

"Hardlines" merchandise is concentrated in the basement floor. Such items as refrigerators, washing machines, paints, wallpaper, power tools, housewares, sporting goods and plumbing are offered for sale.

The furniture department occupies a large part of the second floor, and the shopper will find floor coverings, lamps and home decorating accessories located on this floor also. On the second floor will be found the administrative offices, the credit and collection department, cashier's office and merchandising offices. An escalator will provide easy access to the second floor.



SOFT LINES MERCHANDISE ASSISTANT—Carl D. Biggers. Joined Sears in 1946, following extensive newspaper and retail experience in Lufkin and Beaumont. He conducted his own men's wear business in Lufkin for 14 years, and more recently served this newspaper as National Advertising Manager. He is married and has one child, a junior high student. The family resides at 645 23rd St. Mr. Biggers attended Southern Methodist University, Dallas, and Stephen F. Austin College in Nacogdoches, prior to his business career.

Majority Of Sears Personnel Are Residents Of Beaumont

As might be expected in a store as long established in a town as Sears has been in Beaumont, the majority of the personnel and division managers here are natives of Beaumont, or have lived here for several years.

With very few exceptions, the division managers who served in the old location at 500 Orleans Street will be in charge of their comparable enlarged divisions in the new store at 350 Magnolia St. However, there are several departments in the new store which were not carried in the old location, and this meant the creation of additional jobs for Beaumont people, according to Mr. C. S. Purcell, Sears manager.

Auditor & Sears Veteran

Koneth Gudka, who heads the permanent auditing staff of ten people, started with Sears in 1941, following extensive office and auditing experience with other large firms. He has served Sears in Oklahoma City, Dallas, Springfield, Mo., Baton Rouge. His Sears career was interrupted by army service, and following his discharge he was stationed in Beaumont as resident auditor. Mr. Gudka is married and has three children. The family resides at 3920 Hart st.

Air Corps to Credit Manager

W. G. Erk, general Credit Manager of the Sears store in Beaumont, served over seven years in the Air Forces. At the time of his discharge in 1947 he had attained his command in the Air Transport Command. Starting with Sears immediately following his discharge, he trained for a few months in another store, and was then assigned to his permanent post as Beaumont credit manager.

J. L. Keen is Service Mgr.

"Jimmy" as he is known to hundreds of people, heads the staff of several qualified service men who see to it that Sears mechanical merchandise gives satisfactory service to Sears customers. Keen has had several years service with the company.

Collier is Personnel Asst.

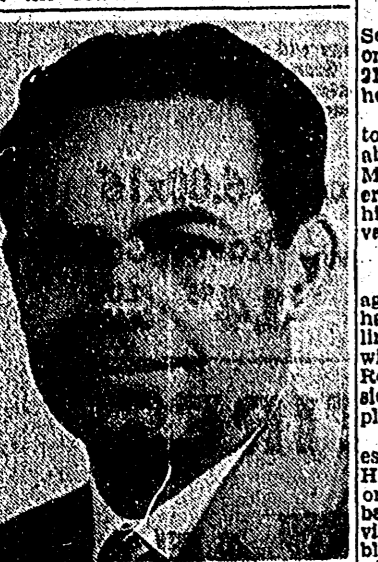
The position of Personnel Assistant, newly created in the Beaumont store, is filled by J. F. Collier, Jr., formerly of Sears Longview, Texas, former. He will be in charge of training and employment.

Mrs. Morrison in Mds. Office

On the shoulders of Mrs. Annie Morrison falls the responsibility of getting merchandise ordered at the right time and in the right quantities. She and her staff maintain complete merchandise records of all items in the immense store stock.

Cashier is Mrs. Maule Johnson

Mrs. Johnson is a relative newcomer with Sears in Beaumont, having joined the company in 1947. Previous to her connection with Sears, Mrs. Johnson has cashiering experience with other major firms in the retail field.



ZONE MANAGER—As Southwestern Zone Manager for Sears, Roebuck and Co., Mr. Walters supervises 32 "B" type stores and seven "C" type stores in the Southwestern territory of which Beaumont is a part. His previous assignments started with Sears Waco store in 1935 and include Laredo, Corpus Christi, Austin and Dallas. A native of Houston and a graduate of Rice Institute, he has been a frequent visitor to Beaumont for the past 20 years. Mr. Walters is in Beaumont for the Grand Opening of the new Sears store here.

Division Managers Experienced

Sears management, as a matter of company policy, insists that division managers be thoroughly experienced in their lines. The Beaumont store is particularly favored in this respect, because of the number of local division managers with long terms of service with the company.

The shoe division is under the direction of Meyer Brown, who has been with the Beaumont store for several months. His previous business experience was in Shreveport, La., in shoes and ready-to-wear.

Mrs. Meredith Ridgway in charge of the new store's Ready-to-Wear and Millinery divisions. Previous to her two year experience with Sears in Port Arthur and Beaumont, she had six years experience with other firms in this area.

Mr. J. E. Damrel heads the important Men's Furnishings division of the new store. Nearly six years with Sears, Mr. Damrel has had a total of twenty three years of men's wear experience in the retail field.

Mr. E. E. Gunter heads the Work Clothing division, having served three years with Sears in Beaumont, following six years' previous experience in men's wear.

The Lingerie division, which in Sears also includes the Swimwear is headed by Mrs. Viola Ratcliff. She has had eleven years of retail experience in Beaumont, six of these with Sears. Her division in the new store is one of the most colorful and interesting to be seen.

Mr. J. Connor, two years with Sears after seven years of previous experience in Beaumont, is in charge of the newly-enlarged Men's Clothing division. He will offer complete assortments of regular and tropical-weight suits, topcoats in season, as well as raincoats, dress trousers and sports wear.

Automotive Experts in Charge

The Automobile Accessories division is in charge of Mr. L. W. Rink who is completing his third year with Sears. Previously, he spent 11 years in Beaumont in the automobile parts field and is thoroughly qualified to fill the needs of his many customers.

Jack Collier heads Sears large Automobile Tire division. He has been servicing Beaumont motorists for twelve years, the last two of which have been spent at Sears. His department carries a full line of passenger, truck and tractor tires, all of which are sold under Sears specific guarantees and are built to Sears exacting standards.

Perry Heads Furniture Dept.

Mr. W. W. Perry is in charge of Sears extensive Furniture division on the Second Floor. A veteran of 21 years in the furniture business, he knows his lines thoroughly.

The Rug division, located adjacent to the Furniture, is under the capable direction of Mr. W. S. Martin. Mr. Martin's ten years of floor covering and sales experience qualify him to advise customers on their varied needs.

Mrs. Bernice Mott, Division Mgr.

Mrs. Bernice Mott, Division manager of Curtains and Draperies, has had 19 years of experience in her lines. She is an eight-year employee with Sears in Beaumont and Baton Rouge. This division has been considerably enlarged and offers complete selections for all needs.

One of the Beaumont store's longest-service employees is Mrs. Mary Hidalgo, who first reported for work on July 28, 1930. Since 1942 she has been in charge of the Domestic division, which includes sheets, cases, blankets and comforts in addition to white goods. She has an immense following in town, and is looking forward to seeing her old customers in the new store's enlarged department at 350 Magnolia.

Catalog Sales Dept.

As a supplement to the many thousands of items in the store's regular stocks, the Sears catalogs offer 100,000 additional items. This makes virtually any items desired available from Sears. Mrs. Veta Kelley, six years with Sears, is in charge of the capable staff of catalog salespeople in the new store. Orders placed today are immediately mailed to Dallas for prompt shipment

direct to customers, or to the store, as the customer desires.

O. C. Nix Heads Hardware

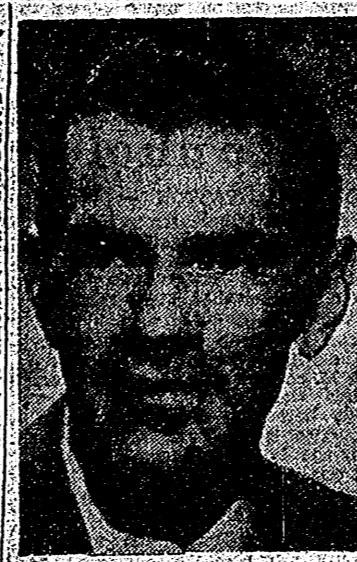
With immense stocks designed to fill every hardware need, Mr. Nix is looking forward to meeting his customers in his new division at 350 Magnolia. Mr. Nix has 15 years' service with Sears, including several years of store management previous to his transfer to Beaumont three years ago.

Mr. J. W. Chesser is in charge of Sporting Goods division, which has been considerably enlarged to accommodate complete stocks for all sports popular in this area. Chesser has been with Sears nearly two years having come to the company as a "trainee" after graduation from Texas A. & M.

Other division managers with long service at Sears in Beaumont are: Mrs. Mabel Miller in Housewares; Mr. M. C. Scarborough in Electric Refrigeration; Mrs. C. E. Ferguson in Paints; Mr. J. W. Burns in Wallpaper; and Mr. J. E. Lee in Plumbing and Heating.

This list is by no means complete, but does give the reader an indication of the experience to which they have access when shopping at Sears in Beaumont.

The net earnings of Sears, Roebuck and Company in 1947 was \$107,700,000 and was the fifth largest in the country and represented the biggest take of any merchandising concern.



PROMOTES SALES—As merchandising and sales promotion manager, A. B. Carr is assistant to the vice president in the Southwestern territory. Under his supervision comes the merchandising problems of Sears stores in three states and parts of two others. Carr is in Beaumont for the opening of the new Sears store at 350 Magnolia.

Career Of Sears Official True To American Tradition

The career of Fowler B. McConnell, president of Sears, Roebuck and Co., follows the best American tradition.

A native of Upper Sandusky, Ohio, McConnell has held a variety of services ranging from stockman to top executive during his 30 years of service with the company.

McConnell first joined Sears in 1916, following his graduation from the University of Chicago and after a tour of duty on the Mexican Border with the First Illinois Cavalry. His career with the company was interrupted by World War I, in which he served in France as a captain of infantry.

Upon his return to Sears in April, 1919, McConnell was made an assistant buyer in the shoe department, thus starting him on a merchandising career which has been marked by increasingly important promotions. He handled various assignments at the company's Philadelphia and Kansas City mail order plants; and in 1930 he was named general manager of the Philadelphia plant. The following year he entered the retail side of the business as territorial officer for all Southern retail operations.

In 1932, McConnell returned to the Chicago headquarters in an important executive capacity. In 1935 he was named assistant to the



FOWLER B. MCCONNELL
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Phone Service Will Be Offered Sears Customers

With the opening of the new air-conditioned Sears store here, a new telephone service is being offered to catalog customers in this area, according to C. S. Purcell, manager of Sears, Roebuck & Co.

A special switchboard has been installed where courteous operators will accept orders from Sears catalogs and expedite them to the mail order plant in Dallas. There they will be handled with minimum of delay and either shipped direct to the customer, or to the Sears store where they can be picked up.

This new telephone service gives the customer the benefit of the experience of our telephone attendant, who has been trained to give additional information concerning the merchandise listed in the catalog, according to Purcell.

The Sears, Roebuck and Company store in Mexico City grossed \$16 million the first year.



GUIDES 48 STORES—Here, for the opening of the newly air-conditioned Beaumont store, L. N. Gately, as Southwestern territory operating manager, guides the operations of 48 Sears stores in Texas, Oklahoma, New Mexico, and parts of Arkansas and Louisiana from his headquarters in Dallas.

Sears, Roebuck and Company plans to open stores soon in Sao Paulo, Caracas and Rio.

Open 10 A. M. Thursday! Shop Until 9 P. M.

SEARS ROEBUCK AND CO.

TWO SENSATIONAL EVENTS IN ONE!

GRAND OPENING

Value DEMONSTRATION

Men's Wear — MAIN FLOOR!

For Perfect Fit . . . For Dollar - Saving Value . .

Fashioned Tailored

Gabardine Suits

\$35.00

\$7 Down
\$5 Month

(Usual Carrying Charge)

★All wool gabardine carefully selected at the woolen mills

★Many fine hand tailoring features where hand work counts

★Rugged interlining assures lasting shape-holding quality

★Expertly tailored to Sears exacting qualifications

If you're like all the other men we know, the first thing you want in a new suit is honest value! Perfect fit, fine fabrics . . . at a sensible price. Well sir, here's a real honest SEARS value . . . fine quality all wool gabardine, carefully tailored for perfect fit . . . at Sears low price! Wide choice of styles in shorts, regulars, longs. Select from the season's most popular grays, brown, tans.

CANDY DEPARTMENT

Opening Specials

2-Lb. Box of Fine **CHOCOLATES** \$1.29

Assorted Creams & Chewy Centers

CHOCOLATE CHERRIES 59¢ LB.

Delicious Orange Slices 19c Lb.

Jelly Beans 29c Lb.

NEW PHOTOGRAPHY DEPT.

8MM Movie Cameras Optical Viewfinder 5 Speeds **\$77.50**

Reverse camera with reliable 1/4-inch F/2.5 coated lens. Holds 25-feet of film.

Anso Cameras

Pioneer Flash Model Meniscus Lens **\$8.63**

Sturdy Pioneer Flash Model Takes 8 clear 2 1/4 x 3 1/4 inch photos. Instantaneous flash and bulb settings. Eye view finder.

Anso Box Cameras Shur-Shot Model **\$5.18**

Sears Low Price

Inexpensive, yet capable of taking fine pictures. No focusing necessary. Uses 120 film.

New Cosmetic Dept.

Featuring Such Famous Names as:

MAX FACTOR RICHARD HUDNUT

EVENING IN PARIS

YARDLEY WOODBURY LADY ESTHER

. . . and many others

Sears Gigantic Shirt Sale

Regularly \$3.69 and \$3.98

3 For **\$2.77**

79.95

Tons and tons of shirts at terrific savings. Smart Pilgrim dress shirt in bright stripes, figures and popular whites. Fine quality broadcloth with woven figures and stripes.

Men's Shirts & Briefs

2 For **\$1.00**

Soft, cool cotton Vee line style. Elastic waist. Small, medium and large sizes.

Satisfaction guaranteed or your money back SEARS

Denim Brand Tops

Western Style Yoke Back

Reduced from \$2.29

8-ounce sanforized bandtops — maximum shrinkage 1%. Heavy orange thread plus tough copper rivets grip all seams like a vise. Waist sizes 28 to 14. **\$1.89**

Blue-Chambray Sanforized Work Shirts

Sizes 14-17 **\$1.29**

8-ounce, sanforized bandtops — maximum shrinkage 1%. Heavy orange thread plus tough copper rivets grip all seams like a vise. Waist sizes 28 to 44.

350 Magnolia—Beaumont, Texas—Phone 2-7721

Free Parking for 350 Cars